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U. S. DEPARTMENT OF AGRICULTURE

**FOOD STAMP
PROGRAM**



FOOD GUIDE

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

Grapes

Apples • Pears

Cranberries • Cheese

Broiler-Fryers • Tuna Fish

Margarine • Turkeys • Rice

Frozen Orange Juice • Potatoes

OF AGRICULTURE
25 1964
RECORDS
OCTOBER 1962

The October Food Guide lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.

A special service for FOOD DISTRIBUTORS

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

FOR FOOD STAMP PROGRAM AREAS

BROILER-FRYERS. These budget-stretching birds are sure prospects for every shopper's list, so turn on the "selling power"--secure more business from "old" customers and "new".

- Make display case a real "trade-puller"--create broiler-fryer "meal-appeal" with good sales pieces, built-in cleanliness and good showmanship. Pile 'em high on weekends, but be sure you rotate birds as replenishments are made. Keep food coupon patrons and other customers coming back for more with a month-long run on "thrifty" whole bird specials--and on-the-spot "big value" features of "cut-ups" and "select" parts, too.
- Be neighborly with the trade--plan helpful "conversation pieces" to pass new broiler-fryer meal preparation hints along. Go for the "big-time" sales--include good mark-up, related-item foods in broiler-fryer display set-up. Fresh vegetable items, seasonal fruits, rice, potatoes, cranberry products, condiments, etc.,--make good salesmates and brighten up stock when used as "separators" for "whole", "cut-ups" and "select" parts.

APPLES. It's real apple "sales-picking" time--industry's "NATIONAL APPLE WEEK" promotion, October 11-20.

- You'll be "the apple of her eye" if you meet Mrs. Housewife with a reach-tempting display--and introduce her, on-the-spot, to new and appetizing apple-preparation ideas. Show customers a real apple "orchard"--plan a massive display layout featuring both bulk and bagged fruit. If you specialize in 6- and 12-count pulpboard tray packs, get them in the display act, too. Alternate apple variety placements to get full benefit of color contrast--and stock according to size. Remember, a well-dressed display is your best salesman, so outfit it with sales-inviting "National Apple Week" streamers, placards, cutouts, special price cards--and allied product tie-in pieces, too.

- Identify the varieties you're offering with name cards--for the shopper's benefit. And inform them which apples are considered best for "eating"--"baking"--"cooking" and "all-purpose." Post salesmaking recipes that prompt shoppers to prepare "homemade" apple pies, turnovers, dumplings, strudel, tarts, etc. Remember to "talk" about apple salad combo and "homemade" apple sauce, too.
- Use change-of-pace selling at Halloween time. Place promotional stress on "caramel" and "candied" apples--"dunkin'" and "trick or treat" apples, too.

CHEESE. Industry's coast-to-coast "OCTOBER CHEESE FESTIVAL" campaign will be in full swing this month, rendering grocers tremendous pre-selling aid.

- Sharpen appetites of food coupon customers and stir up top volume sales--with massive colorful display, loaded with every cheese variety you carry. Put on a real cheese "SELL-a-bration" during "October Cheese Festival" time. Cut yourself a big "chunk" of business--stop traffic at your cheese case by building display around whole "wheels" of CHEDDAR and "banked-up" stocks of SWISS. These two consumer favorites will set the sales pace. Remember, however, that other cheese varieties have "draw-power", too--so the wider variety you offer, the more sales you make.
- Tie-ins are unlimited. Team cheese with macaroni products during "National Macaroni Week", October 18-27. And get taste-mate cheese varieties together with spaghetti, noodles, crackers, breads, salad foods, cold cuts, spuds, meats, chips, etc. Why not integrate some of these products into your cheese displays to drum up more sales. Tie-in cheese with your big apple pie promotion during "National Apple Week". Cross-sell cheese at every possible related-item point. Alert pizza-loving families, too--display pizza-making ingredients on canopy top of cheese case for "spot pick-up" sales.

OCTOBER 1962

**DAILY
FOOD GUIDE**

MILK GROUP

Some milk for everyone

MEAT GROUP

2 or more servings

**FRUIT AND
VEGETABLE
GROUP**

4 or more servings

**BREAD AND
CEREAL GROUP**

4 or more servings

OTHER FOODS

As needed

FOOD BUYS

For USDA Food Coupon Users
and All Budget Minded Shoppers

Cheese

Broiler-Fryers • Turkeys

Tuna Fish

Frozen Orange Juice

Pears • Grapes • Apples

Potatoes • Cranberries

Rice

Margarine

VARIETY is the KEY

RICE. The industry's National "RICE FESTIVAL" is here-- and the made-to-order "Fish 'n Seafood Parade" this month offers excellent tie-in possibilities, too.

Off-the-shelf displays now will get better returns. Back selling point with top-notch "Rice Festival" point-of-sales material and utilize related-item display pieces to multiply sales.

- Give shoppers a good look at every rice variety you stock, alternating display assortments throughout the month. Use fast turnover and demand white rice to lure shoppers to display. Infiltrate specialty rice items, long grains, brown and wild, precooked and saffron-colored to get more regular and impulse sales.
- Team rice with good salesmate items--chop suey, chow mein, etc. Inform shoppers it's "rice pudding time"--and during the "Fish 'n Seafood Parade" tie-in tuna, shrimp and the like.

TUNA. Publicity generated by industry's nationwide "Fish 'n Seafood Parade" will move lots of customers to your canned tuna display.

Offer canned tuna at aisle ends--jumble displays will sell best. However, feature "chunk" and "shredded" at widely separated points. Price both types for volume--using "3 for____" specials to promote bigger sales. Your supplier should have plenty of pre-tested point-of-sales pieces to dress-up display points--and to help you sell. This is "Fish 'n Seafood Parade" time.

- Pass shoppers preparation hints with your own "home-made" sign work. Tell 'em how good tuna is in casseroles, salads, sandwiches, etc. And emphasize that it's "thrifty 'n tasty"--a real "wise buy".

FROZEN ORANGE JUICE. A multimillion dollar, consumer-reaching promotional campaign is being sponsored by industry to help grocers increase sales.

- Get real sales action with eye-catching displays that are sure to "draw" trade. Make good use of industry's display material--its "Thirst Aid" kits and "Parasol" piece. Then use your own "sunshine" and "orange blossom" display effects to brighten selling point and make it a big sales hit. Set your sights on increased volume--continue promotional stress on 6-oz. containers--featuring 3-can and 6-can special deals.

POTATOES. Fast-turnover potatoes is one of your best potential profit makers, since their variable uses demand other food purchases from all over the store.

- It's hearty eating time now that cooler weather is here-- "meat and potatoes" is the order of the day. Mass display "prepacks" near the meat department this month. In your merchandising, team spuds with steak, roasts, chops and ground beef specials. And you'll find it's good business to tie them in with broiler-fryers, cheese, butter, fish items and dairy products, too.
- Loose bin stocks is a must in your produce department to take care of small users and discriminating trade. Display clean potatoes here to please customers--and influence sales of "prepacks", too.

CRANBERRIES. You'll have a "command performance" now, and in the months ahead--for bright red, fresh cranberries--and delicious cranberry products, too.

- In addition to well-filled bin stocks of fresh "view pack" berries and BIG dump displays of sauce--top other food displays with cranberry products also. This provides dual sales and acts as a shopper reminder to buy cranberries--and previews your product for traditional and festive holiday meals. Cranberries placed at the meat, poultry, seafood and baking ingredient departments will meet the test. Be sure customers take notice of "chilled" cranberry-orange products and delicious cranberry juice.

TURKEYS. Encourage shoppers to eat more turkey--promote these meal-stretchers with attention-getting "turkey talk" throughout the store.

- Serve your customers from a portable display unit that can be moved anywhere in the store. Feature turkeys at "hot spot" locations and adjacent to compatible sales partners. Cater to both large and small families--load case with large, medium and small-sized birds.
- Cross-sell turkey with "go-with" fresh vegetables, cranberries, spuds, rice, etc.,--items to suggest full-course turkey meals. Don't forget, it's not too early to preview turkeys for Thanksgiving. In fact, why not start taking orders--a sale now means plenty of other business when turkey pick-up is made.

GRAPES. Another good item to plug for family fruit bowls--and fits into lunch boxes, too.

- Show customers a mass table display of grapes for best sales mileage. And to promote big volume direct customers to display with a mammoth sign: "SPECIAL--3 lbs. ____". Let shoppers "pick" their own grapes--offer no prepacks this month.

PEARS. Stay right on top of your pear promotion--consumers are eating more and more. Specialize your merchandising--push pears extra hard for "school lunches"--and use good signwork to recommend them "for family fruit bowls". Display "good-looking" pears and use a "cheaper by the dozen" price tag to get heavy volume sales.

MARGARINE. Get-together merchandising accelerates margarine sales.

- Use "double feature" displays to promote this money-saving buy. Team margarine with pancake, waffle, biscuit, roll and pie mixes. Refer to it at the potato display--and at other top sales-getting points, too.



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MENU OF THE MONTH

Spanish rice with cheese

Green peas

Coleslaw

Biscuits with margarine

Hot apple pie

Milk

RECIPE OF THE MONTH

SPANISH RICE WITH CHEESE

2 tablespoons chopped onion	1-1/2 tablespoons chopped green pepper
1-1/2 tablespoons chopped celery	1-1/2 teaspoons fat or oil
1 cup cooked rice	1 cup canned tomatoes
1/2 teaspoon salt	3/4 teaspoon sugar
1/8 teaspoon worcestershire sauce	1/2 cup grated cheese

Cook onion, green pepper, and celery in the fat until onion is lightly browned.

Add rice, tomatoes, and seasonings. Simmer until thickened, stirring occasionally.

Add cheese and stir until it is melted.

Put mixture into a greased casserole and bake at 350°F. (moderate oven) about 15 minutes.

4 servings.